

Graphic Standards System

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EPA - RTF AMBRARY

A Message from the Administrator

This Graphic Standards Manual for the United States Environmental Protection Agency is the result of carefully considered reviews by those concerned with the communications goals and responsibilities of this Agency. Personnel at both administrative and professional levels in the ten regions, at the research centers and within all the various program areas have been consulted.

The program has been developed by the Office of Public Awareness and Chermayeff & Geismar Associates of New York after an extensive interview and study period.

It is extremely important to the success of this effort that those in any way responsible for the implementation of the system and the appearance and presentation of any printed or other visual material to be produced by this Agency make themselves conversant with the elements of the system, their function, and the guidelines established by this manual.

With everyone's cooperation and, understanding, we will be able to improve our service to the public, simplify some of our tasks, and produce our communications more memorably, consistently, and economically.

Douglas M. Costle August 1977

Introduction

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image.

The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves.

This manual establishes and delineates the graphic standards which EPA will adhere to in all of its visual communications. Faithful adherence to these standards will:

Minimize decision-making time in matters of design by providing alternative design solutions.

Reduce outside services by increasing in-house efficiency.

Standardize by limiting the number of formats and sizes of publications.

Economize on printing, typesetting, and handling costs.

Reduce waste and redundancy with common purchasing and centralized controls.

The graphic standards put great emphasis on the continuity and consistency of all visual components to help make EPA recognizable as a single Federal agency.

To meet the various communications requirements of this complex agency several steps have been taken.

The communicative name EPA has been established as the key element in the identity program. The initials have been designed in the most legible and straightforward form in conjunction with the flower symbol. A standard typeface compatible with the EPA initials has been adopted and is to be used throughout the program.

A set of graphic identifiers has been developed to differentiate the various EPA program areas from one another, within a common system of application. Arabic numerals (not Roman numerals) will be used as designations for the ten regions. Individual colors have been established for each of the EPA program areas. Two standard colors, to be used separately, have been established for the Agency itself.

As this manual covers only the major needs of the Agency's communications tasks, it is intended that supplements be issued periodically to all holders of the EPA Graphic Standards.

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Introduction

Agency Identifier

The central element of the graphic communications standards is the Agency Identifier, a combination logotype and symbol which has been created as a single unifying element for the Agency's multitude of communications, and is designed to convey a simple and contemporary image of the United States Environmental Protection Agency. The commonly used abbreviation EPA has been adopted and replaces the lengthy legal name in areas of primary visibility. All other short forms, such as "Eepah" are not to be used either in print or in spoken language.

The accompanying symbol is an integral element of the primary identification. Aside from the importance of creating a memorable image for the EPA itself, the logotype and symbol together will serve to clearly distinguish publications distributed by the Federal agency from all other environmental agencies on State and local levels.

The Agency Identifier, even though it is composed of two elements, is one unit of identification and is to be reproduced in a single color, never in two colors at once. It appears in either EPA Blue or EPA Green or drops out to white when a solid color background is used. On other program area colors, shown elsewhere in this manual, the Agency Identifier can overprint in black.

A neutral gray has also been established for use as a secondary color with the two standard colors and the program colors shown elsewhere in this manual. It should be noted that the Agency Identifier may drop out of neutral gray to white, but should not be printed in neutral gray.

Reproduction materials are printed in the reproduction materials section of this manual. They should be used at all times in the preparation of artwork to guarantee good, sharp reproduction quality.

Additional sheets may be obtained from the Office of Public Awareness, A-107, EPA, Washington DC 20460.

Agency Identifier

The flower symbol is a modification of the prior Agency symbol. It has been simplified for better reproduction in small sizes. All prior versions of the symbol may not be used. The symbol appearing in this manual is the only authorized version to be used under any circumstances.

The EPA initials have been adapted from the Univers typeface to accompany the updated symbol and to work with it. The relationship between the two elements has been carefully established.

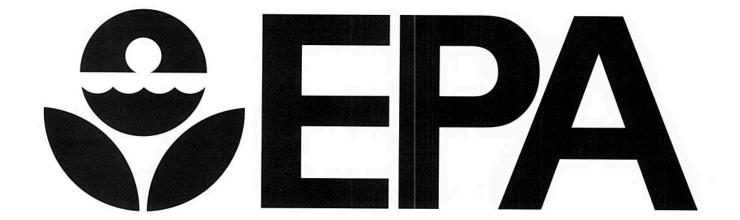
The space between them cannot be altered.

No alteration in the proportion, sizes, or construction of either element is permissable.

The two elements should appear together at all times.

The individual elements should never appear by themselves.

The integrated form is the only authorized visual identifier of the Agency. All other symbols and logotypes that have been developed by the various regions, programs, or special offices are to be discontinued.



Two standard colors, EPA Blue and EPA Green, have been selected for the Agency Identifier. The primary Agency color, a medium blue, was selected for its reproduction qualities, its association with air, water, and cleanliness and for continuity with the Agency's prior graphic material. Green was chosen as an alternative to the blue because of its association with the natural environment. Black can be substituted for either of the Agency colors, in situations where color is not appropriate or for reasons of economy. However, it is strongly recommended that either blue or green be used whenever possible.

The Agency Identifier in either one of the Agency colors should be used on all standard Agency material. All standard stationery items are printed in EPA Blue; Mastheads for information sheets, press releases and all publications that relate to official business are printed in EPA Green.

The effective use of the colors requires a high degree of quality control in color matching. Simple visual color matching does not provide the required accuracy. The variables of paper stock, amount of ink applied, and the specific printing process used affect the final printed color, making it particularly important that the proper color specifications are used.

The Agency colors are to be used at full strength when reproducing the Agency Identifier. Tones, screens, or bendays of the colors are not allowed.

In 4-color process, the Agency colors must be matched with the process colors. EPA Blue is usually made of 100% process blue (cyan) plus 50% process red (magenta); EPA Green is usually 70% process blue plus 100% process yellow. As process colors do vary, separations should be matched against the standard Agency color swatches. Under no circumstances should more than the two process colors specified be used to match the Agency Identifier standard colors.

Standard color swatches for specifying color are printed in the back of this manual on uncoated paper stock and are referred to as EPA Blue and EPA Green. These swatches should be supplied to printers as part of the specifications.

EPA Blue



EPA Green



Black



EPA Gray



Shown on this page are unacceptable forms of the Agency Identifier, which have been described on previous pages.

1 Initial substitution

Do not substitute Univers or any other type for the EPA initials. Use only the special letters from the EPA reproduction section of this manual.

2 Combined colors

Do not use both EPA Green and EPA Blue at the same time. Use either color.

3 Proportion

Neither the symbol nor the EPA initials should be enlarged or reduced separately. Their relationship is a constant.

4 Tints

Always use the standard EPA colors full strength. Do not allow tints, screens, or bendays.

5 Wrong Color

The Agency Identifier should be used in

EPA Blue, EPA Green, Black, or program area colors, unless it is dropped out to white. It should not print in the neutral EPA grey.

6 Additional shapes

No forms, outlines, underlines, or other graphic devices are to appear under any circumstances. The Agency Identifier should not be altered in any way.

7 Background

If either EPA Blue or EPA Green is used for the Agency Identifier, then the other color may not be used as a background color.

8 Single element

Do not use either the symbol or the initials separately. Always use them together.

Unacceptable forms of appearance



Standard sizes for the Agency Identifier have been established for specific printed applications and have been carefully specified to align or match with titles and secondary typography.

All type sizes shown in this manual have been set on the VIP Mergenthaler typesetting system. When using another type setting system, the height of the letters EPA must be equal to the cap height of the type being used. Shown below are standard sizes and a list of typical applications.

The Agency Identifier has been designed to retain the same visual balance and appearance in enlarged or reduced sizes, and to eliminate reproduction

problems in small sizes. The Agency Identifier should never be used in sizes smaller than 14 points or 1/8" in height. For sizes over 1" use the 3" reproduction proof to reduce or enlarge photographically.

Reproduction sheets for the most frequently uses sizes are provided in the back of this manual and may be used for photo-mechanical reproduction.

Additional sheets may be obtained from the Office of Public Awareness, A-107, EPA, Washington DC 20460.

Standard Use	Type Size in points	
Smallest size recommended	14	≎EPA
	16	≎EPA
	18	\$EPA
	20	≎ EPA
Pamphlets, Fliers, Booklets, and Directories	24	\$EPA
	27	\$EPA
Reports and Manuals	30	\$EPA
Letterheads, Envelopes, and Mailing Labels	36	\$EPA
	42	\$EPA
Newsletter Mastheads	48	\$EPA
	60	\$EPA
	72	\$EPA

C

The standard typeface selected for EPA's visual communication program is Univers. This typeface establishes a contemporary appearance and meets the specific requirements of simplicity and versatility.

It is available in all major typesetting methods such as linotype, monotype, photo-composition, and as an electric typewriter face. (Note: composition techniques should never be mixed because small inconsistencies in size and weight may become noticeable.)

Among the outstanding virtues of Univers is its clarity in small sizes, its even appearance, and its well-designed individual characters in large sizes. Univers is the only acceptable typeface for titles, and other non-text settings indicated in this manual. The use of this one typeface will create a unity of Agency materials and strengthen the public image of the Agency as *one* institution. Alternative typefaces should be used only for special situations or when Univers is not available.

The letters EPA in the Agency Identifier were derived from the typeface Univers with some modifications in the design of the individual letters required because of their fixed relationship. When printing the Agency Identifier use repros only. The initials should not be reset in normal Univers when they are part of the Agency Identifier. The height of the capital letters corresponds, however, with the Univers alphabet and allows the logotype and the normal Univers setting to match in height. Titles and headlines are to be set in capitals and lower case, not in all capitals. In general, articles and prepositions appear in all lower case letters.

In situations where Univers is not available, a substitute typeface can be used. The preferred alternate typeface in such situations is Helvetica. It should only be used where it is absolutely necessary and should never be mixed with Univers within the same publication.

For text purposes, two alternative serif typefaces are suggested. These typefaces are to be used as a substitute for Univers in text sizes and should only be used under conditions demanding considerable amounts of reading text. Alternative typefaces for Univers should not be used for titles or headlines.

Consistent with postal directives, it should be noted that no punctuation is to be used after a city designation or between the two initials of a State and the zip code (i.e., Washington DC 20460; Seattle WA 98101 not Washington, D.C., 20460 or Seattle, WA., 98101).

Univers Typeface

Typography

The range of sizes and weights available in Univers type family has been carefully reviewed and limited to the two most frequently required in EPA publications, Univers 65 (Medium Bold) is the official typeface for main titles on covers. This weight corresponds to the EPA logotype. Secondary titles or subtitles should be set in the same size as the main title in Univers 55 (Regular).

Univers 55 is the official typeface for secondary cover information and mailing instructions on the backs of publications. Univers 55 (Regular) is recommended for body copy in all publications. Univers 45 (Light) is an acceptable substitute for Univers 55 for body copy in publications.

Subtitles within the text areas may appear in Univers 45 or 55 matching the weight of the body copy. They also may appear in Univers 65 (Medium) or for special emphasis, in Univers 75 (Bold). A combination of weights for subtitles should be used only when clearly different levels of emphasis are called for.

1 point leading is used for all text sizes. For example: 8 point type should be set on a 9 point body. Titles and secondary copy on covers are to be set solid (without leading).

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz 1234567890 (.,:;'"- -?!\$*&/)

How EPA Assure A Report on Financial Integrit the Federal Wast Treatment Works

A Report on Quality of Out Drinking Wat

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;"--?!\$*& /)

Washington DC Emission Co **April 1977**

Clean Water Wc Effectiveness as a Function

8/9 pt Univers 45

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves. Implementing visual communication

9/10 pt Univers 45

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with effi-

10/11 pt Univers 45

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's

8/9 pt Univers 55

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves. Imple-

9/10 pt Univers 55

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of

10/11 pt Univers 55

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components

8/9 pt Univers 65

The new graphic identity system for the **United States Environmental Protection** Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves. Imple-

9/10 pt Univers 65

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of

10/11 pt Univers 65

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic compo-

8/9 pt Univers 75

The new graphic identity system for the **United States Environmental Protection** Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence

9/10 pt Univers 75

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's

10/11 pt Univers 75

The new graphic identity system for the United States **Environmental Protection** Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic

Typography

Times Roman and Baskerville are alternative typefaces and may be substituted for Univers only for body copy in publications when the volume of text is considerable or when Univers is not available.

Different typefaces should never be combined on the same page or on facing pages. Typewriter type or IBM Composer may also be used for reading texts, if economy or speed do not permit normal type setting. Typewriter type comes in 10 point and can be typed as a 15% wider column and then reduced 15% to match 9 point type, or as a 30% wider column and then reduced 30% to match 8 point type.

8/9 pt IBM Selectric Composer

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves. Implementing visual communication standards will: Minimize

9 pt IBM Selectric Composer not available

10/11 pt IBM Selectric Composer

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confi-

8/9 pt Times Roman

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves. Implementing visual communication standards will: Minimize decision-making time

9/10 pt Times Roman

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for

10/11 pt Times Roman

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the

8/9 pt Baskerville

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves. Implementing visual com-

9/10 pt Baskerville

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with effi-

10/11 pt Baskerville

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the

Typewriter (30% reduction)

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with effi-

Typewriter (15% reduction)

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic

Typewriter

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong authoritative and consistent image.

Type Specifications

Typography

Some typographic specifications have been established to maintain a visual consistency throughout EPA's printed material and to facilitate the design and production of various publications. Please refer to the table below when ordering typesetting and preparing artwork.

The following are recommended for style:

Always specify flush left/ragged right setting.

When column width is determined, give the maximum line length and request minimum hyphenation.

Specify one full line of the point size and leading between paragraphs, in order to maintain alignment between columns. Do not indent the first line of paragraphs which are separated by a line space. Indent paragraphs one em space when there is no paragraph spacing. Do not indent the first paragraph of any text.

Avoid indenting entire paragraphs. Use white space in page layouts generously and consistently whenever space permits.

Avoid initials, bullets, and other decorative typographic devices.

Use italics or a change in the weight of the typeface if emphasis is required.

Horizontal rules may be used for tabulation or separation of text matter and titles.

Typeface:	Univers 45 (Light) Univers 55 (Regular)	
	Univers 65 (Medium Bold)	
	Univers 75 (Bold)	
Style:	Upper and lower case	
Letterspacing:	Tight (minus ½ Linofilm)	
Wordspacing:	4 to the em (4 unit spacing)	
Line Spacing:	1 pt. leading for Text sizes (Titles are set solid)	
Column:	Flush left, ragged right (unjustified)	
Rules:	½ pt.	
Paragraph Spacing:	1 line space (type size plus leading)	
Paragraph Indentions:	1 em space (no indentions after title or first line of column)	

Typeface	
Univers	
Versatile	
Univers	
Univers	
Galaxy	
Univers	
Univers	
Univers	
Univers	
	Univers Versatile Univers Univers Galaxy Univers Univers Univers Univers

Typographic Organization

Typography

The simplification and organization of information is an important element in the Agency's communications system. A clear identification of its categories of information is essential to a clear understanding by the reader. Several design elements have been employed to organize reoccurring information throughout EPA's publications.

Specific type sizes have been designated for distinct information.

Rules and grids have been introduced to organize information horizontally and vertically. The use of rules is a major factor in the EPA graphic identity program.

The typographic rules perform specific functions on covers for agency signatures and in mailing information. The use of rules inside publications for functional and decorative purposes is recommended and examples of their application are shown throughout this manual.

EPA Graphic Standards

Typographic Organization

A major design consideration has been the standardization of the arrangement of organization of cover information.

Layout standards have been established to maintain consistency among EPA publications.

The standard layout either groups together or separates different levels of information and organizes material both vertically and horizontally. All covers and publications pages have been divided into either one, two, three or four vertical columns.

Reoccurring identification information is grouped across the top of the publication. For example: the full legal name of the Agency, the originating of-

fice or region with its address, the date of issue and EPA publication code number (index) when applicable.

The legal name must always be set in three lines as shown, with "United States" unabbreviated.

Address information should not exceed four lines.

The number of the region should be set in Arabic numerals, and the States included within the region should be listed whenever possible.

The configuration of the words and lines of titles is a dominant design element on a cover. Due to the variation in copy, only general rules can be specified for their graphic treatment.

The mandatory specification is that the title is to be set flush left and ragged right (unjustified). Attention should be given to the length of the lines. The breakup of the words should consider both their meaning and the resultant shape, avoiding hyphenation whenever possible.

The use of an overall identification appearing in the last column on the same line as the beginning line of a title may prove helpful to the reader. "Draft", "Preliminary", "Final", and "For Review" are examples.

Main titles or titles of series are always set in Univers 65, with the Agency Identifier and titles matching cap height.

Subtitles and overall identification are set in Univers 55, in the same size as main titles.

A double rule is only used when the publication originates with an EPA program or on mastheads of periodicals.

For laboratory and other non program publications a single rule is used.

United States Environmental Protection Agency Office or Region Building and Room Street and Number City, State, and Zip Code EPA Index Number Date of Issue

Program Name

Main Title or Title of Series

Draft or Final

Subtitle or Subtitle of Series

United States Environmental Protection

Office or Region Building and Room Street and Number City, State, and Zip Code List of States Covered by Individual Region

Program Name

Date of Issue

EPA Index Number



\$EPA

Category of Report

Title or Second Title

United States Environmental Protection Agency Office or Region Building and Room Street and Number City, State, and Zip Code

List of States or EPA Index Number Date of Issue

\$EPA

Title of Publication

United States Environmental Protection Agency

Address or Date

\$EPA

Title of Publication

Agency Signatures

Typography

The EPA signature is the combination of the logotype and its full legal name. Its application is mainly in print advertising, television, films, etc. and for all communication components where the standard grids do not apply.

The EPA signatures fall into two categories:

Agency Identifier with full legal name Agency Identifier with regional or laboratory identification

When using advertising signatures, it is important that they be placed in a prominent position within the advertisement format. The signature should align with columns of text or other graphic and illustrative elements whenever possible, aligning the E of the initials and allowing the Agency symbol to hang out to the left. (See example on this page)

A 2" version has been designed for large-scale reproductions and should be used for signatures larger than 60 point or specifically for TV, film, or

transparency projection.

A 2" version of the EPA signature is available in the reproduction material section of this manual.

Align with text



United States Environmental Protection Agency

Agency Signature with address

Agency Signature Agency Identifier 36 pt; Legal name 9 pt solid



United States Environmental Protection Agency

Washington DC 20460

Agency Signature with regional or laboratory address



United States Environmental Protection Agency

Region 10 1200 Sixth Avenue Seattle WA 98101

Large Signature Agency Identifier 60 pt; legal name 9 pt solid



United States Environmental Protection Agency

Washington DC 20460

Grids and Formats

Introduction

Grids and Formats

A number of specific sizes have been adapted for all pamphlets, brochures, reports, and stationery to accommodate standard paper sizes. For each of the standard publication formats a grid system has been established for both covers and inside layouts. The interrelationship between logotype, typography, and other design elements is of utmost importance in maintaining a visual balance and continuity throughout all of EPA's publications.

The grid systems are designed to accommodate all standard layout requirements established for EPA and allow for design flexibility of other design elements. The grid systems should be used at all times as layout guides for preparing artwork. They are not intended to restrict design creativity, but to facilitate and assist the complex task of the designer and to improve production efficiency.

The total image of the EPA identification program depends on the designer's effective use of the grid systems as a working tool.

The overall grid format should not be altered in any way. However, the internal grid structure can be modified by subdividing the existing vertical and horizontal spaces to create a secondary grid which multiplies the layout possibilities for special considerations or complex requirements.

Each grid was specifically designed for its format and will assist the designer in copy fitting and in placement and alignment of visual elements on the page

Specifics for each format developed are described elsewhere in this manual.

Four grid formats have been established: Grid A 8½" x 11" Reports, Newsletters, Manuals

Grid A 8½" x 8½" Special Format

Grid B 55%" x 834" Booklets, Directories, Summary Reports

Grid C 4" x 9" Pamphlets, Brochures, Leaflets

Grid D 8" x 101/2"
Congressional size, single sheet printing, Information Sheets, News
Releases

These grids are shown full size on the following pages with dimensions given in picas unless indicated in inches.

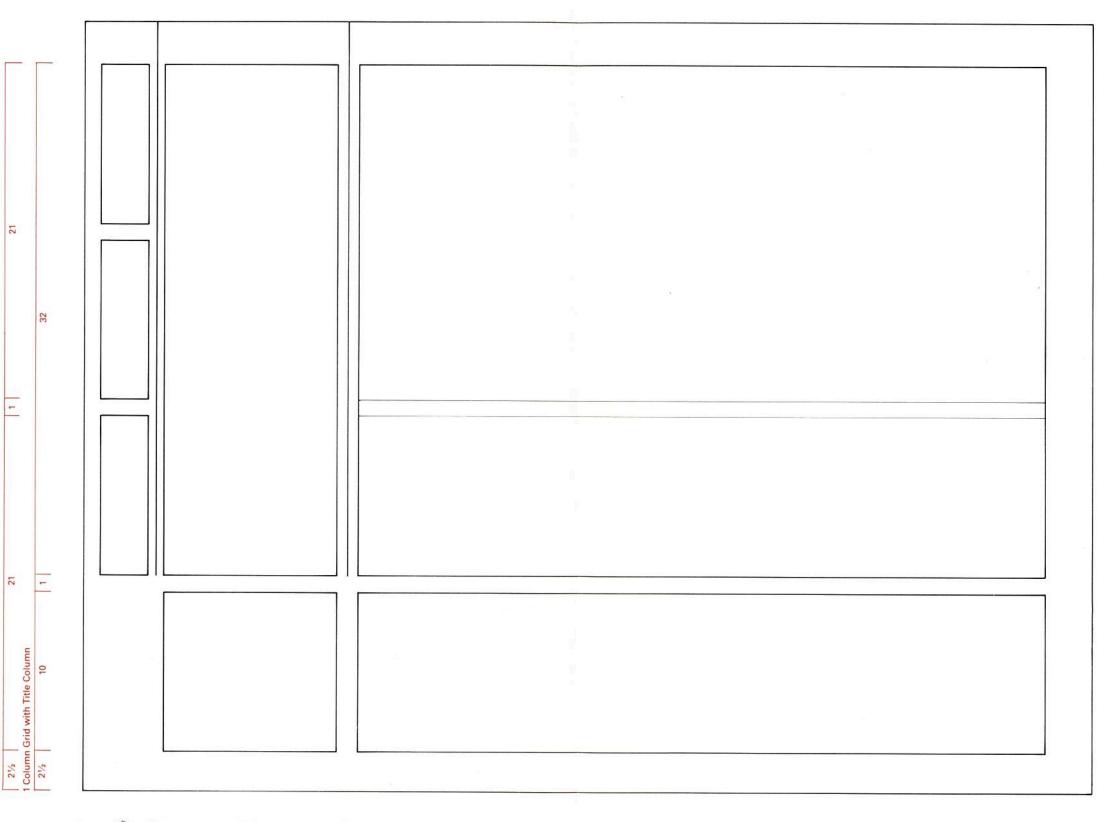
EPA Graphic Standards Grid A 81/2" x 11" ▶ 17 Grids and Formats Special Format Reports Newsletters Manuals 15 35 15 15

EPA Graphic Standards ▶ 18 Grid B 55/8" x 83/4" Grids and Formats Grid C 4" x 9" 3 Column Grid 11/2 111 91/2 2 Column Grid 11/2 91/2 91/2 111 2 Column Grid 11/2 11/2 1 Column Grid with Title Column 11/2 111 141/2 141/2 51/2 141/2 1 Column Grid with Title Column 1 Column Grid 91/2 111 20 4 181/2 Booklets Directories Summary Reports Pamphlets Brochures Leaflets 31/2 1 1 2"

Grid D 8" x 101/2"

Grids and Formats

Congressional Size Single Sheet Printing Information Sheets News Releases



1.4

12

Stationery System

20

Letterheads

Stationery System

EPA Graphic Standards

Stationery design is an important part of the Agency's visual communications program.

As with publications and collateral materials, the design system for stationery is based on the consistent use of the Agency Identifier, EPA Blue, fixed typographic specifications, and location of rules within a layout grid.

A typing format has been established for letterheads, envelopes, and mailing labels and should be carefully followed. This format integrates the typing placement with the printed letter heading, and is consistent for all EPA offices.

Please note that the rule is located differently for some regions, laboratories, etc., which require additional space for four line addresses or list of States.

The EPA letterhead is used as the first page for all outside correspondence. The format is 8" x 101/2" inches. The printing ink must match the EPA Blue, and be printed on white paper stock.

Master art for letterheads is available through the Office of Public Awareness, A-107, EPA, Washington DC 20460.





Addressee Name Company or Office Street and Number City, State, Zip Code

Salutation:

This letter demonstrates the recommended typing format for EPA

A small printed dot in the upper left portion of the page indicates the position for the date of the letter. The upper left corner of the date covers the dot and establishes the left margin for the entire letter. Two spaces below are the addressee's name, title, company or office name, etc. For letters requiring six or seven line addresses, move the date one or two line spaces above the dot and follow the same spacing procedure. Two spaces below the address is the salutation.

The body of the letter starts one space below the salutation using single spacing between lines and double spacing between paragraphs. No indentions are to be used.

A double space will separate the body of the letter and the complimentary close. Four spaces are allowed for the signature of

Complimentary close,

Name of Sender Title of Sender

Initials

Washington DC 20460



Date

Addressee Name Company or Office Street and Number City, State, Zip Code

Salutation:

This letter demonstrates the recommended typing format for EPA

A small printed dot in the upper left portion of the page indicates the position for the date of the letter. The upper left corner of the date covers the dot and establishes the left margin for the entire letter. Two spaces below are the addressee's name, title, company or office name, etc. For letters requiring six or seven line addresses, move the date one or two line spaces above the dot and follow the same spacing procedure. Two spaces below the address is the salutation.

The body of the letter starts one space below the salutation using single spacing between lines and double spacing between paragraphs. No indentions are to be used.

A double space will separate the body of the letter and the complimentary close. Four spaces are allowed for the signature of the sender.

Complimentary close,

Name of Sender Title of Sender

Initials

Envelopes and Mailing Labels

Stationery System

The envelope and mailing label combine EPA information with U.S. postal regulations in a consistent style. Master art for envelopes and the standard mailing label is available through the Office of Public Awareness,

A-107, EPA, Washington DC 20460.

#9 Envelopes 3½" x 8½" Shown at 50%

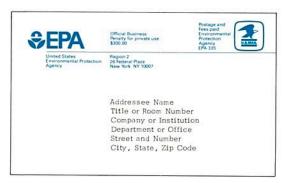
United States
Environmental Protection Agency

United States
Environmental Protection Agency

Region 2
26 Federal Plaza
New York NY 10007

Addressee Name
Title or Room Number
Company or Institution
Department or Office
Street and Number
City , State , Zip Code

Mailing label 3%" x 5½" Shown at 50%



Introduction

Periodicals and News Releases

The news and information publications of the EPA are strong and important tools of the Agency's visual communications program. Strong recognition from one issue to the next is of vital importance and special emphasis has been given to standardize the reoccurring visual elements of these publications.

Special mastheads have been created for each of the standard formats. The use of the Univers typeface for mastheads was adopted, again, to integrate this visual component with the overall style created for the EPA. The layout for these specific publications follows the grid established and allows for flexibility in the layout of individual issues. The use of photography or illustration within the established grid is recommended.

EPAlog, EPAlert, or any other special designations derived from the EPA initials are never to be used as they change and distort the Agency's correct name both visually and audibly, and compete with the Agency Identifier. All other special names are to be discontinued.

The mastheads for all regional, laboratory, and personnel newsletters have been standardized throughout the EPA.

The word newsletter in Univers 65, appearing in all capital letters, has been specifically adjusted. Below NEWSLETTER, the individual title or origin is set in Univers 45, upper and lower case. The specific titles, because of variations in their individual length, vary in depth and take up different amounts of space. Therefore, the Newsletter itself starts on the next available gridline with a rule above the body copy. If a photograph or illustration is used then the top edge would fall in this same position.

Regional Newsletters should include the appropriate list of States.

The art for NEWSLETTER with the Agency Identifier is available from the Office of Public Awareness, A-107, EPA, Washington DC 20460.

Grid A 8½" x 11" Shown at 50%

9 pt Univers 55

48 pt Univers 65

48 pt Univers 45

Rule or top edge of photograph or illustration **\$EPA**

NEWSLETTER

United States Environmental Protection Agency

Northwest Environment 3½
1
6 pt
48 pt

9 pt Univers 55

48 pt Univers 65

48 pt Univers 45

Rule or top edge of photograph or illustration **\$EPA**

Inited States Invironmental Protection Environmental Monitoring and Support Laboratory P.O. Box 15027 Las Vegas NV 89114

Number 00

Date of Issue

Alaska Idaho Oregon Washington

Date of Issue

NEWSLETTER

Environmental Monitoring and Support Laboratory 3½
1
6 pt
48 pt

48 pt

Several alternative possibilities for the layout of cover and inside pages have been studied and are illustrated on these pages. Whenever titles of feature articles are used on covers in combination with photography, the type should be positioned in the left margin.

Newsletters

Normally, the regional newsletters are printed in black ink only. The masthead, including the EPA identifier, the word newsletter, and the title can be pre-printed in EPA Green for special impact.

Note that on inside pages, the one, two, or three column layout, following the grid gives ample flexibility for mixing text and illustrations, allows for

generous white space, and maintains a position for titles, rules, and illustrations.

The use of horizontal rules to separate news items is recommended. Please note varying weights of rules may be used on inside pages.

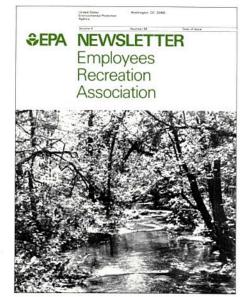
Special care should be taken in selecting full-bleed cover photographs to assure that backgrounds do not obliterate the masthead typography. High contrast images, textures, or tonal values close to the "color" of the typography should be avoided.

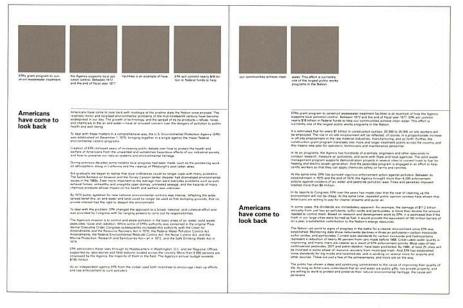
Please note that only four of many possible alternatives are shown.







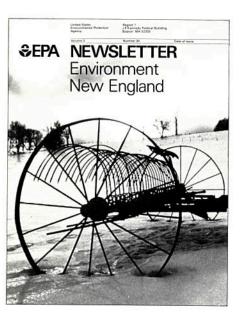








Americans have come to look back with nostalgia





have come to

Releases

Periodicals and News Releases

EPA Environmental News and EPA Environmental Information are the Agency forms for news releases and fact sheets. Both are designed for single sheet printing using the Grid D, 8" x 101/2" format.

Special mastheads have been designed for these news and information sheets. The titles are set in 36 point Univers 65 and correspond in size with the Agency Identifier.

On both sheets the full name of the Agency, address lines, Agency Identifier, and masthead title print in EPA Green, text and titles print in black. The mastheads may be pre-printed for economy; they can also be reproduced in black whenever economy dictates one-color reproduction or pre-printed mastheads are not available.

It should be noted that the rule dividing the address information from the masthead is in the same position for either three or four line addresses.

6 pt

36 pt

Grid D 8 x 10½" Shown at 50%

9 pt solid Univers 55

36 pt solid Univers 65

United States
Environmental Protection Agency

SEPA

Environmental News

New York
Purto Rico
Virgin Islands

News

New Work
Purto Rico
Virgin Islands

News

New Work
Purto Rico
Virgin Islands

Periodicals and News Releases

Releases

Text and titles of these sheets are reproduced directly from typewriter copy. The text is typed in a single column. Titles and subtitles are positioned in the left margin, aligned at the top with the first line of text. Environmental News text is typed double spaced. However, when space or economy require it, news releases may be typed single spaced, after the lead paragraph.

An additional rule is drawn at the top grid line position to divide text material from the masthead. The release date for

Environmental News sheets and the name and telephone number of the EPA contact are typewritten above this rule. Text titles appearing in the first column are typewritten, single spaced, for both forms.

A standard typographic layout, following the grid system, has been established for self mailer information for all newsletters and releases. The relationship of self mailer information to formats is shown later in this manual.

Office of Public Awareness Washington DC 20460

Environmental News

For Immediate Release Date, Year

Name Telephone

EPA Lake Survey Back in the Field

The fourth and final sampling "season" for the National Eutrophication Survey (NES) groups at the EPA's National Environmental Research Center in Las Vegas (NERC-Las Vegas) began this week with a sampling of three major lakes in this area: Mead, Mohave, and Havasu.

The survey is a four-year, nationwide project for determining the effects of pollutants upon the aging process, called "eutrophication," of the nation's lakes and reservoirs. The field work is conducted by two Survey teams from the Center in Las Vegas, each consisting of a pilot, limnologist, and technician and using a Bell UH-1H "Huey" helicopter on loan from the Army. They are backed up by a mobile field laboratory which travels with the two aircraft and which performs initial analysis of the samples. Later detailed analysis is provided by the Center in Las Vegas and by the EPA's National Environmental Research Center in Corvallis, Oregon.

Plans called for sampling Lakes Mead, Mohave, and Havasu from February 24-28. On March 3, the Survey teams will move to

€EPA

Environmental Information

The Safe Drinking Water Act of 1974

The drinking water supplied to most American homes today is generally considered safe. However, recent studies, beginning with the National Community Water Supply Study of 1970, inwith the National Community water supply Study of 1970, indicate that water supply quality may be deteriorating. The high standards set by public water supply systems in the United States produced a steady decline in the number of outbreaks of waterborne disease and illness. But, in 1951, that decline stopped and there are indications that it may have begun to rise. In addition, the Nation's water supplies are threatened by the careless use of hundreds of chemical compounds and the heed-less diseased of track waters. In a study that the less diseased of track waters. In a study that the less diseased is track waters. less disposal of toxic wastes. In a study just released by the U.S. Environmental Protection Agency (EPA) of the water supplies of 80 selected cities across the Nation, preliminary findings indicate that small quantities of potentially dangerous organic chemicals are present in all the water systems surveyed.

The Safe Drinking Water Act of 1974 provides, for the first time, for the setting of national drinking water quality standards. T Congress authorized EPA to support State and local community drinking water programs by providing financial and technical assistance and to undertake research and study efforts. The new law provides the means for expanding the scope and level of ater utility service and for improving the quality and dependability of drinking water for future generations of Americans.

The New Legislation

The Safe Drinking Water Act is to provide for the safety of drinking water supplies throughout the United States by establishing and enforceing national drinking water standards. The Federal government -- EPA -- has the primary responsibility of establishing the national standards; the States are responsible for enforcing the standards and otherwise supervising public water supply systems and sources of drinking water

A public water system is one that provides piped water for human consumption that has at least 15 service connections or that regularly serves at least 25 people. The Agency standard press kit is 9" \times 12", to hold standard $8\frac{1}{2}$ " \times 11" sheets, 8" \times 10 $\frac{1}{2}$ " news releases, information sheets, 8" \times 10" photographs, and other material.

A standard press kit cover has been designed to gain maximum attention, while at the same time allowing adequate space for the imprinting of special titles should they be required.

Allowance has also been made for the imprinting of the region address and its appropriate list of States on the inside flaps.

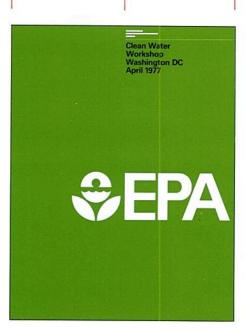
The Agency Identifier is reversed out of solid EPA Green with the imprint copy overprinting in black. With a solid

41/2"

41/2"

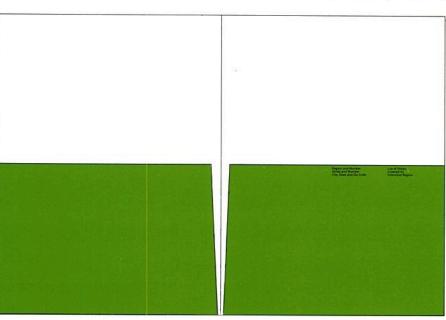
EPA Green cover, the ink should also appear on the inside flaps and back cover. The solid background clearly identifies and distinguishes the press kit from other visual material with which it may be in competition; however, as an alternative the Agency Identifier, the rule and the legal name may be printed in EPA Green on white stock. Titles may then appear in EPA Green also or be imprinted in black.

Actual size 9" x 12" Imprint copy 24 pt solid Univers 65



4½" 13½" 13½"

Flap imprint copy 9 pt solid Univers 55



Publications

A number of formats have been established for the various reports, booklets, brochures, pamphlets, and other publications of the EPA. These formats have established grids to help organize both illustrations and text. Positions have been determined for titles and subtitles within these grids.

Typographic standards have been developed to keep a consistent visual appearance for all of the EPA publications. In addition, colors for the Agency have been determined to further increase the reader's awareness of the EPA.

The following pages demonstrate that even though a strong and consistent style has been established, there remains enough visual variety without diminishing the basic communications.

The individual formats with typographic specifications for cover typography and some alternative layouts for inside spreads are indicated.

For all text copy, 9/10 point Univers 55 has been used. However, other type sizes and weights can be used as are shown in the Typography Section of this manual.

4-color process reproduction for any publication should only be considered under unusual and special circumstances.

If the content is considered final and complete on a given subject, a more expensive brochure or pamphlet may be justifiable. If the content is at an intermediate stage of presentation which may require updating and reprinting within a relatively short period of time, 4-color printing may be unnecessarily expensive.

In 4-color reproduction, most of the cost is in the color separations and the plate making, not the printing. Therefore, the quantities required should be 25,000 or more.

Photographs or art work of poor quality should not be reproduced in color. If the visual material available is very different in quality in any single publication, then color reproduction should be questioned.

A publication that will have a long shelf life is more justifiably reproduced in color.

Publications considered to be of major importance to the public can be reproduced in four colors, particularly if the publication will be seen in direct competition with other material and if the budget permits.

Reports

Publications

EPA reports, statements, manuals, and other publications requiring standard legal size are based on the A Grid, $8\frac{1}{2}$ " x 11" format. The basic layout is a four column grid that has been designed to accommodate one, two, or three-column layouts as well.

The cover typography is established in four columns to be used as follows:

Column 1: the Agency Identifier

Column 2: the full name of the Agency, the program name, if applicable, and the title and the subtitle, if required. It is important to understand that the double rule is used only when the publication originates from a program. The program name then appears between the two rules in 9 point Univers 55. If a program name does not appear, then only a single rule may be used.

The major identification is set in 30 point Univers 65, set solid and the subtitle, if any, in 30 point Univers 55, set solid. Note that a full line space is always used between the main title and the secondary title.

Column 3: address lines

Column 4: index number, date of issue, and special designation, if required. "Draft", "Final", or other special designation is to be set in 30 point Univers 55, aligning with the first line of the title and the Agency Identifier.

The 9 point type, as well as the 30 point type, is to be set solid, without additional spacing, under all circumstances.

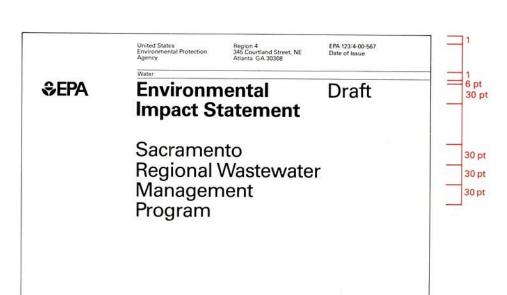
The EIS shown below is printed in solid black typography. All program colors or black in either positive or negative may be used.

For regional program publications, with the list of States covered by the region in the fourth column, the date and index number moves between the two rules in the third and fourth columns respectively. (see page 14)

Grid A 8½" x 11" Shown at 50% 9 pt Univers 55

30 pt Univers 65

30 pt Univers 55



Publications

Illustrated on this spread are a variety of examples of cover and inside layouts using the A Grid.

Under all circumstances the illustrations align with the grid lines and column lines selected.

Margins have been determined based on the amount of space available and the text required, and to consolidate white space as much as possible. If it is possible to relate the inside layout margins with the dimension of the cover typography, a stronger visual relationship is established. This can be accomplished in a variety of ways, as illustrated below, by using the rules and depth of typography on covers as alignment points.

Depths of columns have been made uneven to add visual interest to the page. It is suggested, however, that columns break between paragraphs whenever possible. Cover with type dropping out of black. Inside spread with a wide one-column typewritten text using three of the four columns of Grid A. Titles are set in the first column.

A single rule, bleeding to the right, is used above the text column only. Please note that "Draft" reports print in black on white or in reverse; "Final" and other subsequent reports may print in color if they need to be distinguished.

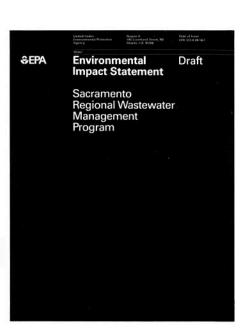
Cover with type dropping out of EPA Blue.

Inside spread with a two-column text and picture layout aligning with the margin determined by the depth of the typography on the cover. A double rule is used, repeating the cover format, for running titles or chapter headings.

Cover with typography in EPA Blue. Inside spread using a three-column text layout with a two-column wide illustration. The white space above the text columns is used for a single rule and titles.

Special cover with four-color photography reflecting the grid, and with the type reversed out of black.

The inside spread uses the four-column layout with text and titles hanging from a single rule.



Effectiveness of

Function of Geographic Location

Organic Emission

Control Programs as a

Americans have core to lock bock with notablyse at the principle state the Mation once enjoyed. The inflittent into and localitiest enripements problems of the right-interests comply and become state spread in our day. The growth of technology, and the spread of it by president—reflexs, regive, and ches place in an at the president of the problems of the problems

To best with these matters in a comprehensive way, the U.S. Indiconnected Proceeding Agency (TSA) was established on December 2, 1970 bringing together in a single agency the major federal anvironmental control programs.

preserve our natural systems and environmental heritage.

During previous decades some notable local progress had been made, such as the ploneering work on atmospheric amog in California and

But gradually we began to realize that local ordinances could no longer cope with many profilers. The first feature oil blowest and the Torrey Campon tooker diseates had dismatted environmental it sus in the 1910s. Your more important to the average man were everyday grothers such as auto achieve there is, wheelthy and untiplify open whose import of the high the disease and analysis of the second whose import of the highth and welling was adapted.

intense, reflecting the widespread belief that air and water and i could no longer be used as free dumping grounds, that no private interest had the right to despoil the environment.

To deal with the problem, EFA changed the approach to a broad, national, and cohesive effort and was provided by Congress with far-ranging powers to carry out its responsibilities.

The Agency's mission is to control and abate pollution in the basic areas of sit, water, sold weater, positicizes, notice and editions. While some of UNA's authority was contained to the original Feed-dential Denoutive Order. Conjects subsequently increased that authority with the client like hearboarders and he because Secures subsequently increased that an authority with the client like hearboarders and he because Secures Federal Discommental Feedface Control Act, the Noise Control Act, and the Marine Protection, Research and Senchistral Act—all line.



2 6 10 16 18 22

PA administers these lates through its Neadquarters in Westlangoo D.C., and ten Regional Offices, supported by laboratories and fell extrained located grown at the care. More than 9,000 persons are employed by the Agency, be majority of them in the field. The Agency is email budget seconds \$740 million.

As an independent agency, EPA from the outset used both incentive to encourage class-up efforts and law enforcement to curb pollute:

IPAN upon propose to construct waterselve treatment facilities is a excepted to be the known uponts coal political controls. Set uses 1972 and the end of the all year 1977, 126 will constitutely all billion in federal finds to leaf our communities anhieve class water. This effort is currently one of the largest public works proposed in the Nation.

It is attituated that for every 11 billion in construction outlays. 25,000 to 15,000 on the worker will be employed. The rise in oratic employment will be enforced, of course, in a proportionate increase in off-site employment in the size selected budstries, namelicoursoy, and so forth. Further, the construction great program translates tito once and larger tenented plants access the country, and this nears new jobs for operators, technicians and maintenance personnel.

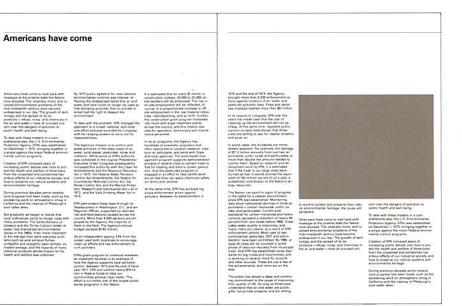
In its air programs, the Agency has houriest of a crientials, enquiest and other appetialists for conduct research, nearwar or politicalists, at work with fluts and local agencies. The solid weater enabgement progrems support demonstration projects in several cities to conventeral to fast to feel to heating and electic power generation. And the particular program is enapged in an action to fast certify windows.

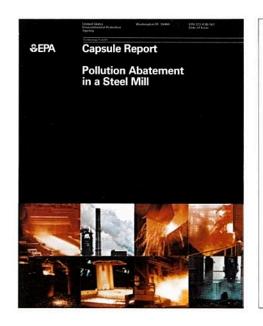


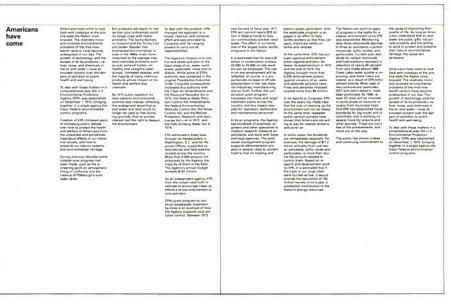












Special Format

Publications

The special format has been established for use when a publication is considered to be of singular significance to a region or laboratory, or for particularly important communications to the general public emanating from the Office of Public Awareness

the Office of Public Awareness
The Special Format is $8\frac{1}{2}$ " x $8\frac{1}{2}$ "
which uses Grid A and the cover typography specified for reports.

Grid A 8½" x 8½" Shown at 50%

31

9 pt Univers 55

30 pt Univers 65

United States
Environmental Protection
Agency

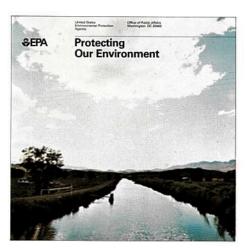
Protecting
Our Environment

Office of Public Affairs
Washington DC 20460

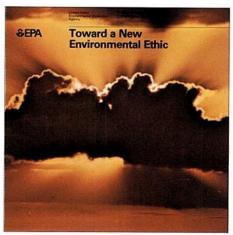
6 pt
30 pt

The use of 4-color printing has been outlined in the introduction to this section.

The Special Format is to be used, as is color printing, only when a publication requires very special attention from the audience. In turn, special attention should be paid to the design and layout. A generous use of white space and illustration is demonstrated below.









For booklets, directories, and small summary reports the standard Grid B, 55% x 834" is used.

This basic three-column layout can be used in a variety of ways, as illustrated on the following page.

The organization of the cover typography follows the columns with the Agency Identifier, the legal name, and the address lines in each of the three columns respectively.

The full Agency name, address, dates, and program names are set in 8 point Univers 55, set solid for all booklets, directories, and small summary reports. This is one size smaller than what is specified for reports. Titles are set in 24 point instead of 30 point.

\$EPA

The example below shows a single rule being used between the address information and the titles. If the publication originates from an EPA program, a double rule is used with the name of the program between the two rules. The main title is set in 24 point Univers 65 and the subtitle, if any, is set in 24 point Univers 55, with a full line space between the two.

The remaining space may be used for illustrations.

3

6 pt

24 pt

Grid B 5%" x 8¾" Shown at 75% 8 pt Univers 55

24 pt Univers 65

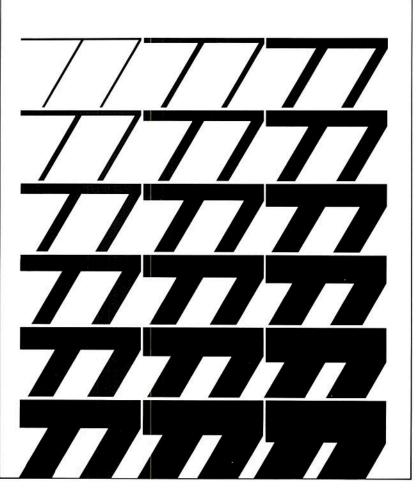
24 pt Univers 55

United States
Environmental Protection
Agency

401 M Street, SW
Washington DC 20460
202 755-2673

Telephone Directory

Summer 1977



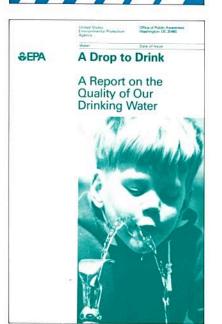
Shown below are four alternative layouts for the Grid B format. Please note that these do not account for all the possibilities available.

The telephone directory cover shows a typographic illustration reflecting the basic three-column layout. The inside indicates a full three-column setting with rules dividing the inserts horizontally. The grid has been further subdivided for smaller margin tabulations.

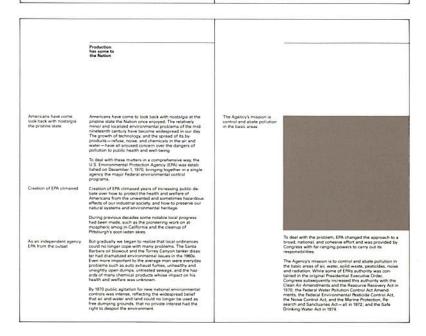
The Water Program booklet cover features a photographic illustration bleeding on two sides, aligned with flush left type of the titles. The inside layout indicates a one-column typeset text with a narrow column being retained for subtitles. The rule at the top of the inside

pages picks up the position of the top rule appearing on the front cover. The margin above the text type aligns with the front cover illustration.

-75 - 14H-	MANAGER MANAGER COMM
	United States States States SW Environmental Protection Weshington DC 20400 Agency 202 7th 2813
≎EPA	Telephone Directory
	Summer 1977
//	
7	
7	
7/	
7/	



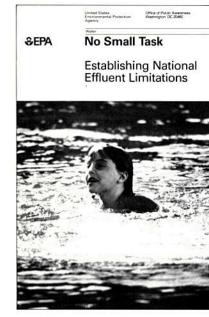
Α						_					
A						С					
Agency	IDS or Centres	5 witch Board	Stop	Code	Office Hours		IDS nr	Switch		Ze	046
Accounts, Bureau of	184	393-6400	224	20226	8.15.4.45	Agency	Centres	Board	Stop	Code	Hou
ACTION	25+EXT	855-4000	256	20525	8 15-5-00	Cabinet Committee on					
Advisory Commission	2515.41	E00-4000	210	21823	H 15-5-00	Opportunities for the Spanish Speaking People	128	382-3691	414	20506	8 05.4
on Intergovernmental						Cameron Station, Dept. of the	140	Jane Janes	707	Solite	0.00-4
Relations	128	382 4952	445	20575	8 45-5 15	Army	60 - e-t	545-6700		22314	8 15-4
Agency for International Development	63 - EXT	655-4000	100	20423	20.000	Capitol, U.S.	225 - ext	224-3121	304	20615	9 00-5
Agriculture, Department of	44 - 6x1	655-4000 655-4000			8 45-5 30	Census, Bureau of the	76 - ext	655-4000	296	20233	8 DO-6
Beloville Md	34 - ext	655-4000	209	20250	B 30-5 00	Central Heating Section	13	963-4515	29	20407	8 00-4
Heattoville, Md			209	20251	8 00-4 30	Central Intelligence Agency	143	361.1100		20000	8 30-6
	43 - ext	655-4000	2129	20782	8 00-4 30	Children's Bureau, U.S.	13	963-1110	367	20201	8 30.5
Rossyln, Va	23 - eut	655-4000	209	20250	8 00-5 00	Civil Asronautics Board	128	393-3111	235	20428	8 30 5
Lir Force: Department of	69 - ext	545-6700	103	20330	B 60 5 15	Civil Service Commission	63-687	655-4000	227	20416	8 15-4
Data System Design Center	76+est	545-6700	211	20330	7.45-4.15	Coest and Geodetic Survey	28+ext	855,4000	206	20652	B 30 5
OSI, District 4	76 + est	545-6700	136	20333	8 00 4 30	Coset Goard, U.S.	42 - 6.XT	655-4000	290	20591	7 30-4
Vaska Rainoud	62+EXT	855-4000	206	20240	7 45-4 15	Commerce, Department of	189	783-9200			
Argohol Beverage Control						Commission on Audits	180	783-9200	206	20230	B 30-6
Board, OC	137	628-6000		20034	8 15-4 15	Arington, Va	55+EXT	655-4000		22202	8 30 5
Mien Property, Office of	187	737.8200	219	20537	9 00-5 30	Technical Services.		010 -000		22202	6 30 5
American Legion Office, VA	148	393-4170	73	20420	6 00 4 30	Arington, Va.	56 - EXT	855-4000		22202	8 30.5
American Red Cross the						Commission on Civil Rights	25+EXT	855-4000	15.2	20425	# 30-5
National	170	737-8300		20006	8 15-5-00	Comptroller of the Currency		000 -000	-	20423	* 20%
DC Chapter	170	737-8300		20006	8 35-4 45	Ow of	184	293-6400	223	20220	9 00-5
Andrews Air Force Base	185	981-9111	12	20331	8.00-4.30	Comptroller General	129	393-4621	300	20548	8154
kriington Hall Station	69 - mat	545-5790		22212	8 00-4 30	Corporation Counsel, DC	127	628-6000		20004	8 19-4
Armed Forces Institute of						Council of Economic					
Pathology	136	723-1000	215	20306	8 00-4 30	Advisors	395 - sort	395-3000	20	20506	9 00-5
Armed Services Police Detachment	69 - ext	545-6700	11			Court of Claims	178	393-3111	53	20006	8.15-4
Arms Control and	69 - ext	545-6700	11	20301		Court of Customs and Pagent.					2000
Disarmament Agency	63 - FKT	655 4000	258	20451	8 45 5 30	Appears	128	347-1552	89	20439	9 00-4
rmy Department of	69 - ext	545-6700	103	20310	8 15 5 30	Customs, Bureau of	66+EXT	655-4000	311	20726	B 30.5
Army Medical Center	198	723 1000	358	20012	8 15-5 00						
	- 100	123 1000	308	20012	8 15-5 00						
Command CONUS	76 + ext	545-6700		20028	8 00-4 30						
Limy Strategy and Tactics						D					
Analysis Group Betheada MO											
	76 + est	545-6700		20315	8 15-4 45	Defense Communications					
Limy Topographic Command	227 cest	545-6700	32	20315	8 00 4 30	Agency	69 - e-t	545 6700	108	20305	8 30-5
Inomic Energy Commission	110	973.1000	N			Defense. Department of	69 - mat	545-6700	103	20301	8 35-5
Morney General				20545	8 30 5 00	Defense Intelligence Agency	69 - e-1	545-6700	103	20301	8 30-5
coomey Ceneral	167	737-8200	219	20530	9 00-5 30	Defense Nuclear Agency	89 - ext	545-6700	184	20306	8.30-5
						Defense Supply Agency	69 - put	645.6700		22314	7 45-4
						Department of Isee main title!					
						Departmental Auditorium	13	783-9625	206	20235	8.30-5
R					- 1	Disturgement Division of	164	393-6400	224	20226	9 00 5
-						Datrict Attorney, U.S.	42 + eut	655 4000	- 555	20001	9 00-5
Reserve System	147	797-1100	45	20551	0.45.5.15	D.C. Dept of Venerans' Affairs	*1249	737-5050		20315	8 30-S
loting Air Force Base	767 + mail	787-7900	45	20332	8 00 5 00	D.C. General Hospital	1238	626 5000		20003	8 15-4
Sonneville Power	582 + 80E	Ve1-1000	- 11	20332	4 00 5 00	District of Columbia	1234	250 2000		5001	B 15-4
Administration	183	343-1100	40	20240	9 00-5 30	Covernment of Covernment	117	629 6000		20005	8 15-4
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hurtay of Engraving and		444		202.0		District of Corumbia Village	137	629-8467		20032	8 15.4
Printing	184	333 6400	213	20226	8 30 5 00	D.C. Weter Department	1221	462 4430		20001	7.30-4
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lusiness Economics, Office	700		100	12223	233033	Drup Enforcement					
of Dept of Commerce	189	783 9200	206	20230	B 30-5 00	Administration	128	393-6400	3498	205.37	8 30.5

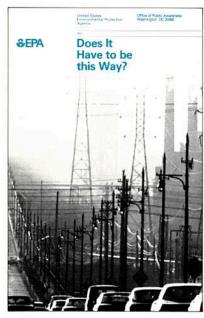


The booklet "No Small Task" uses a three-sided bleed halftone illustration for the cover. On the inside spread the double rule has been used to extend the double rule which is used to separate the program designation on the front cover. The text has been set in a two-column format.

The fourth booklet shown uses the basic three-column layout grid on the inside, with a single rule above titles specified to fit in one column. The cover illustration is full bleed.

Please note that all illustrations align with the text material and either bleed or are retained within the grid lines, depending on the image selected, and whether or not the image itself needs to be wide, or narrow, or large or small.





Americans look back	Creation of EPA climaxed		
Americans have come to look back with costalige at the present size the future control of the control of the control of the decided environmental problems of the individual control of the control of the control of control of con	unhealthy and uniouhity open dumps, unhealthy and uniouhity open dumps, understand of a second of the second of the second of the second of the second on the sealth and welfers was unknown. By 170 packie agaterior for one national environmental controls was intense, sefecting the workspread telled that air and the second of the second telled that air and the second of the secon		
ublic health and well-being, o deal with these matters in a com- reheralize way, the U.S. Environmental rotection Agency (E.PA) was established in December 1, 1970, bringing together a single agency the major federal en- ronmental control programs.	interest had the right to despoil the environment. To deal with the problem, EPA changed the approach so a broad, national, and cohesive effort and was provided by Con- gress with far-inging powers to carry out its responsibilities.		
reation of EPA climaxed years of kreesing public debate over how to pro- cit the health and welfars of Americans on the unwanted and sometimes has reduce effects of our industrial society, not how to preserve our natural systems and environmental heritage.	The Agency's mission is to control and abate pollution in the basic areas of air, writer, solid waste, preticides, noise and radiation. While some of EPAS auchority was contained in the original Presidential Executive Order, Congress subsequently increased this authority with the Clean Air Amendments and the Resource Be-	them in the field. The Agency's annual budget exceeds \$740 million.	It is estimated that for every \$1 billion in construction outlays, 20,000 to 25,000 on- site workers will be employed. The raise
Arring previous decades some notable ocal progress had been made, such as he pionsering work on atmospheric mog in California and the cleanup of lttsburgh's soot-laden skies.	covery Act in 1970; the Federal Water Pollution Control Act Amendments, the Federal Environmental Pesticide Control Act, the Noise Control Act, and the Ma- rine Protection, Research and Sanctuaries Act—all in 1972, and the Safe Driviking	As an independent agency, EPA from the outset used both incentives to encourage clean-up efforts and law enforcement to curb polluters. EPRs grant program to construct waste-	on-site employment will be reflected, of course, in a proportionate increase in off- site employment in the raw material ai- dustries, manufacturing, and so forth, further, the construction grant program translates into more and larger treatment.
out gradually we began to realize that octol ordinances could no longer cope with many problems. The Santa Barbara il blowout and the Torrey Camyon tariler isassar had dramatized environmental issues in the 1960s. Even more important the average man were everyday prob- ims such as auto exhaust fames,	Water Act in 1974. EPA administers these laws through its Headquarters in Washington, D.C. and ten Regional Offices, supported by lato- ratories and field stations located across the country. More then 9,000 persons are employed by the Agency, the majority of	water freatment facilities is an example of how the Agency supports local pollution control. Between 1972 and the end of facal year 1972, FAR will commit nearly \$18 billion in Federal funds to help our communities achieve clean water. This effort is currently one of the largest public works programs in the Nation.	plants across the country, and this means new jobs for operators, technicians and maintenance personnel.



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Publications

The smallest standard EPA format is Grid C, 4" x 9". This pocket-size is used for pamphlets, leaflets and fliers, small brochures and booklets.

The cover typography uses a narrow column for the Agency Identifier and wider column for the legal name, titles, and secondary titles.

The full Agency name and the program designation, if applicable, are set in 8 point Univers 55 (one size smaller than is used for reports). Similarly, the type size established for titles and secondary titles has been reduced from 30 point to 24 point Univers 65 and Univers 55 to avoid unnecessary word breaks.

Grid C 4" x 9" Shown at 75%

8pt Univers 55

8 pt Univers 55 24 pt Univers 65

24 pt Univers 55

United States
Environmental Protection
Agency
Water

Water

Managing
the Money

How EPA
Assures Financial
Integrity in the
Federal
Wastewater
Treatment Works
Construction
Grants Program

1 6 pt 24 pt

24 pt

24 pt

36

Pamphlets

Publications

EPA Graphic Standards

The grid for this format is based on a one-column or a two-column layout. Shown below are three alternative possibilities for covers and inside text pages.

The cover typography reverses out of EPA Water Blue. (Lengthy titles should be avoided whenever possible.) The inside layout uses a wide single column with the top margin aligned horizontally with the title on the cover.

The cover uses a single rule and prints in EPA Green on white. The inside uses the two-column grid, with a double rule for titles.

The cover typography and illustration reverses out of black. The inside layout margins align with the cover illustrations, using a wide one-column text with the subtitles set in a narrow column.

The white space above the text matter is used for titles and possible illustrations.

Illustrations should always align with text columns.



How EPA Assures Financial Integrity in the Federal Wastewater Treatment Works Construction Grants Program American have come to look back with notatigue at the prisine state the Nation core encyced. The reletively minor and localized environmental problems of the mid interteenth century have become widespread in our day. The growth of technology and the spread of its by products—relevan, soues, and them over the dampers of perhaps the public health and well-being.

To deal with these matters in a comprehensive wathe U.S. Environmental Protection Agency (EPA) w established on December 1, 1970, bringing togethe in a single agency the major Federal environmental control programs.

Creation of EPA climaked years of increasing public debate over how to protect the health and welfare in Americans from the unwanted and sometimes hazardous effects of our industrial society, and how to preserve our natural systems and environmental heritage.

During previous decades some notable local progress had been made, such as the pioneering work on atmospheric school in Claifornia and the cleanus of Pittalurah's anot laden takes.

But gradually we began to realize that local ordnances could no longer cope with many problems. The Santa Barbare of blowout and the Torrey Canyor Lanker dispates had desirable demonstrated your control of the Common of the Common of the exercise man were enrychip problems such as auto exhaust furners, unheality and unsightly open dumps, uncreated severage, and the hazards of many chemical products whose import on his health and chemical products whose import on his health and

By 1970 public agritation for new national environmental controls was intense, reflecting the interpretation of the properties and land counts to no longer be used as free dumping grounds, that private interest had the right to despoil the environment.

no longer be used as free dumping grounds, that private interest had the right to despoil the environment.

To deal with the problem, EFA changed the approto a trust, national, and cohesive effort and was.

The Agency's mission is to control and abate pollution in the basic areas of air, water solid waste, posticides, noise and radiation. While some of PMs authority was contained in the original Presidential Executive Order Congress subsequently increased



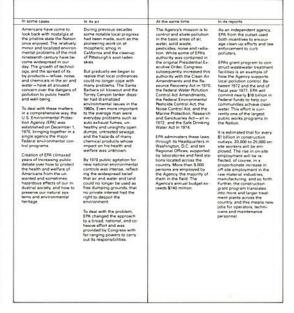
the Resource Recovery Act in 1970; the Federal Water Pollution Control Act Amendments, the Federal Environmental Pericicle Control Act, the Noise Control Act, and the Manne Protection, Research and Senctuaries Act—all in 1972; and the Safe Drinking Water Act in 1974.

try administers in these takes through its readquarters in Washington, D.C. and ten Regional Offices, supported by laboratories and field stations located across the country. More than 9.000 persons are employed by the Agency, the majority of them in the field. The Agency's annual budget exceeds \$740 million.

As an independent agency. EPR from the outset up both incentives to encourage clean-up efforts and

LPRS grant program to construct weatewater treatment facilities as an example of how the Agency supports local polisition control. Between 1972 and the end of fiscal year 1972, PRA will commit hearly \$18 billion in Federal funds to help our communities achieve clean water. The effort is our-morely one of the largest public works programs in the Nation.

SEPA Guía Para
Visitantes
Internationales





	The Nation can point		The public has shown
administer adquarters	Americans have come to look back with nostalgia at the printine state the Nation once enjoyed. The relatively minor and localized environmental problems of the	At the same orpus enforce polluters	unhealthy and unsightly open dumps, untreated seeings, and the hazards of many chemical products whose impact on his health and welfare was unknown.
	mid-nineteerth century have become widespread in our day. The growth of technology, and the spread of its by- products—refuse, noise, and chemicals in the size and water—have all aroused concern over the dangers of pollution to public health and well-being.		By 1970 public agilistion for new national environmental controls was intense, re- flecting the widespread belief that air and water and land could no longer be used as free dumping grounds, that no private interest had the right to despoil the environment.
s reports rs has made ining up	To deal with these matters in a com- prehensive way, the U.S. Environmental Protection Agency (EPA) was established on December 1, 1970, bringing logiether in a single agency the major federal en- vironmental control programs.	it is estimated construction	To deal with the problem, EPA changed the approach to a broad, national, and coheave effort and was provided by Con- gress with far-ranging powers to carry out ha responsibilities.
	Creation of EPA climaxed years of increasing public debate over how to pro- tact the health and wetters of Americans from the unwanted and sometimes has actions effects of our industrial society, and how to preserve our natural systems, and environmental heritage.	In its air direds of special air pollutant	The Agency's mission is to control and shate pollution in the basic areas of ar, water, solid waste, pesticoles, noise and radiation. While some of EPKs authority was contained in the original Presidential Executive Order, Congress subsequently increased this authority with the Clean Ar Amendments and the Resource Re-
A's grant ter treatment how the n control	During previous decades some notable local progress had been made, such as the pioneering work on atmospheric smog in California and the cleanup of Pittsburgh's soot-laden skies.		covery Act in 1970; the Federal Water Pollution Control Act Amendments, the Federal Environmental Predicate Control Act, the Noise Control Act, and the Ma- rine Protection, Research and Sanctuaries Act—at in 1972; and the Safe Ornking
	But gradually we began to malize that local ordinance could no longer cope with many problems. The Santa Barbara oil blowout and the Torrey Camyon tanker disaster had dramatized environmental lasses in the 1950s. Even more important to the week age than were everyday problems such as suito exhaud furies.		Water Act in 1974

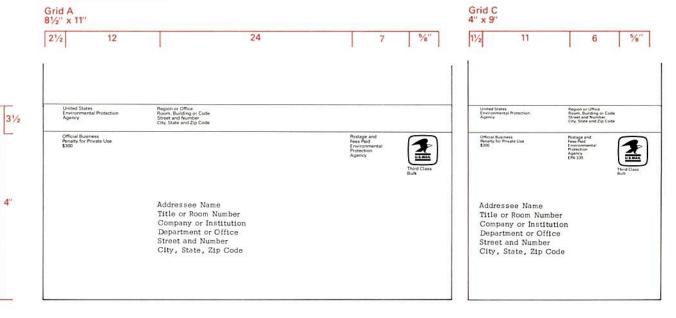
All EPA publications requiring self mailer information are to follow the standard designs illustrated below. The information layout follows U.S. Postal Department directives.

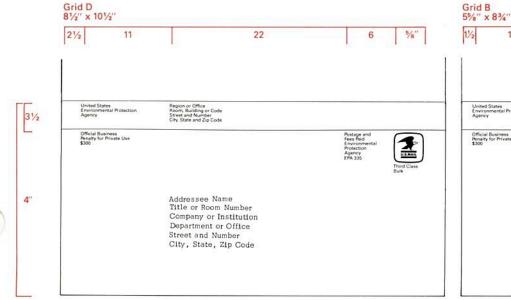
The layout of typography is positioned at the bottom four inches of the back of single sheets or on the back cover of publications or newsletters.

A rule above the legal name and address separates this information from the text matter.

The typewritten address or label aligns vertically with the printed return address above and starts two inches from the bottom, except for Grid C, where the address aligns with the first column.

Type for 4" x 9" format is 6 pt solid Univers 55. For all other formats it is 7 pt solid Univers 55. Mailing indicia is %" wide.







101/2

EPA Programs

Introduction

EPA Programs

Because the EPA is involved in many different and complex areas, a clear separation of program areas and activities is required.

To help accomplish this task, a separate identification system has been established. In addition, a short name has been established for each program area, for the purposes of easier communication and identification.

A set of graphic tools has been designed for each of the programs, both for internal and external use by the Agency. This set of tools can be applied to all printed matter published by an individual program and is totally integrated with the overall graphic system of the EPA.

These tools consist of individual program colors and identifiers described on the following pages.

Nine individual colors have been designated for the present nine program groups. The colors are derived from common associations appropriate to the name or activity of each program. Below is a list of the programs and the colors designated.

Color swatches in the Reproduction Section of this manual are printed on uncoated paper. If coated paper is to be used, the printer should be requested to make adjustments to the ink formulations to maintain good color matches. For those rare occasions when 4-color process printing is specified, program color swatches should be supplied to the printer for matching, accounting for paper selection, printing process and other variables which may affect the color.

The individual colors are to be used for the reproduction of the Agency Identifier and other typography or as a solid color background.

The reproduction of the Agency Identifier in one of the program colors is only permissible when the publication relates to a particular program and is clearly identified as such. For all general and national publications which are not program oriented, the EPA logotype reproduces in the standard EPA Blue, EPA Green or black.

Program	Color	Pantone Color Matching System Equivalent		
Noise	Noise Yellow	PMS 130		\$EPA
Toxic Substances	Toxic Red	PMS 165	MATERIAL PROPERTY.	\$EPA
Radiation	Radiation Red	PMS Super Warm Red		\$EPA
Technology Transfer	Technology Purple	PMS 527		\$EPA
Air	EPA Blue/ Air Blue	PMS 300		SEPA
Water	Water Blue	PMS 321		SEPA
Research & Development	EPA Green/ R&D Green	PMS 369		\$EPA
Pesticides	Pesticides Green	PMS 392		\$EPA
Solid Waste	Solid Waste Brown	PMS 167		\$EPA

Program Identifiers

EPA Programs

A set of graphic identifiers has been designed to give each program a distinct visual element for use in conjunction with the program color.

The graphic identifier for each program is used in the form of a two-inch band running across the bottom of publications in either of two positions.

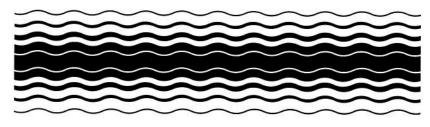
The individual designs of the graphic identifiers are derived from abstract forms associated with the individual programs, to add graphic interest to publications, and to complement or enhance other illustrative material. The height of the bands is fixed at two inches and varies only in width to accommodate the different standard

sizes of EPA publications. The design, proportions, and position of each individual identifier must not be altered in

Reproduction art for all Program Identifiers is available in the Reproduction Section of this manual. The graphic bands print in black or the individual program color or reverse out to white. Overprinting or reversing out of photographic art is recommended and establishes a very distinctive appearance. However, special care should be taken in the selection of photographic material to be used with the Program Identifiers to avoid confused images.

Program Identifiers shown at 50%

Noise



Toxic Substances



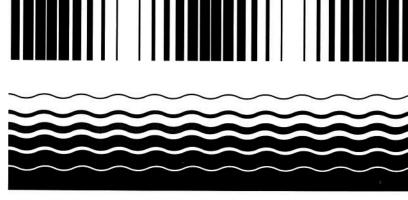
Radiation



Technology Transfer



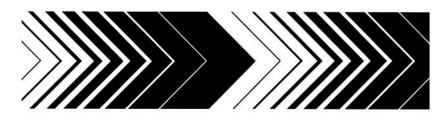
Water



Air



Research and Development



Pesticides



Solid Waste

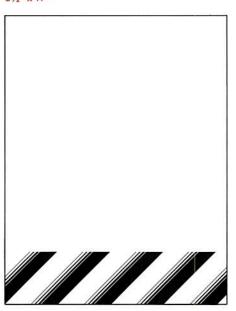


The basic grid established for each of the standard publication sizes determines the position of the identifier. The height of the identifier remains two inches for all formats. Listed below are the positions which have been established for all program areas. Those program areas which have been designated to bleed on the bottom have additional art to allow for trimming.

The reproduction art for each program can be cut as required for the different bleed widths of each grid. The point at which the Program Identifiers are to be cut for the smaller formats is indicated below as well as in the Reproduction Section of this manual. The Program Identifiers are not to be either enlarged or reduced.

Illustrated below are examples of two Program Identifiers applied to each of the standard formats.

Grid A 81/2" x 11"

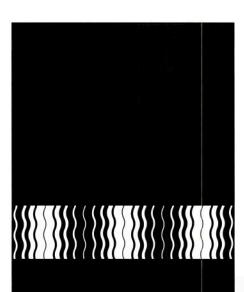


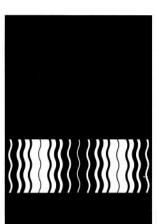
Grid B 5%" x 8%"



Identifier position for: Toxic Substances Technology Transfer Water Research and Development Solid Waste

2"







Identifier position for: Noise Radiation Air Pesticides

2"

2"

Below are shown the two standard positions for the Program Identifiers which have been established, either in the bottom two inches (lower position) or two inches above the bottom trim line (upper position). In pamphlet size are shown the combinations of the Program Identifier, the program color, and the typographic system. A variety of cover information has been selected to demonstrate different but typical typographic situations.

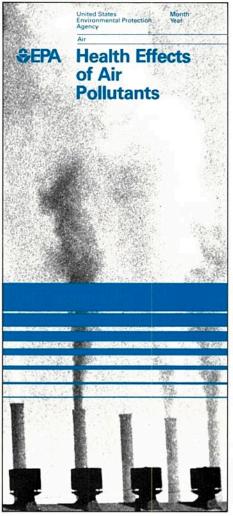
Grid C 4" x 9" Noise **Toxic Substances** Radiation Technology Transfer Water Research and Development Pesticides Solid Waste Linder States Month Foundation Protection Ver United States Month Environmental Protection Year Agency &EPA Noise Around **≎EPA** Man-Made SEPA Upgrading **&EPA** Environmental &EPA Smog, Health **&EPA** Making Your &EPA Everybody's Business &EPA Land Application SEPA What You Our Homes of Sewage Effluents and Law Radiation Existing and You Wastewater Should Know Wastewater **Treatment Plant** About the Highlights of the Toxic Substances A Danger to Our Health Treatment Work Sludges Pesticide Law The Resource Facilities Conservation Selected and Control Act Abstracts Recovery Act SEPA Noise Around Our Homes &EPA What You Should Know About the Pesticide Law SEPA Man-Made Radiation Upgrading Existing Wastewater &EPA Environmental SEPA &EPA Smog, Health **≎EPA** Making Your SEPA Land Application SEPA Everybody's Business Wastewater Treatment Plant of Sewage Effluents and and You Highlights of the A Danger to Our Health Treatment Facilities Sludges The Resource Conservation Toxic Substances Selected Abstracts and Control Act Recovery Act

Combinations of Program Identifiers with photographic or other graphic elements establishes a memorable graphic appearance. The selection and position of photographic material should be carefully considered. The use of the Program Identifier is optional. Photography, illustration, or typographic elements may be used without them, however, it is recommended that the Program Identifiers be used whenever possible to help establish a visual continuity within the individual programs.

Several possibilities for surprinting or reversing out of photographic image are illustrated on these pages.



Full bleed B & W halftone; Program Identifier overprinted in program color; typography in black.



Full bleed B & W halftone; Program Identifier and typography drops out of art and prints in program color.

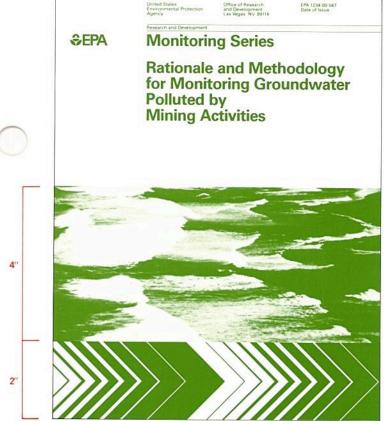


B & W halftone bleeding three sides; Program Identifier prints in program color; typography drops out to white.

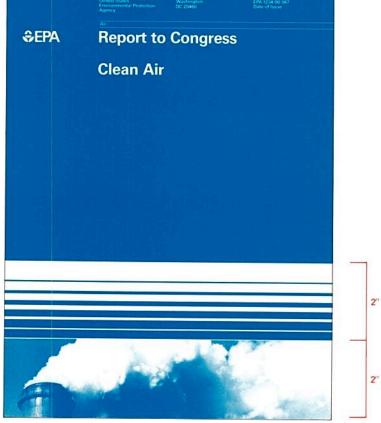
EPA Programs

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Shown below are examples of onecolor printing in the report size format. In both cases, the Program Identifier and halftone illustrations are treated as separate elements.



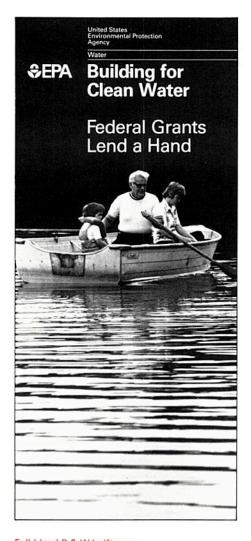
Halftone, bleeding left and right; Program Identifier, typography and halftone print in program color.



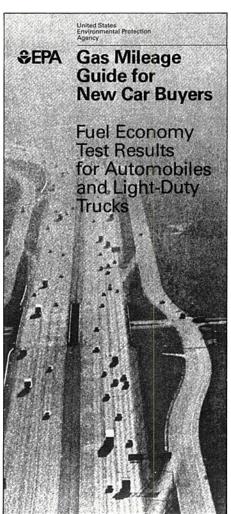
Halftone, bleeding three sides; Program Identifier and typography drop out of program color to white, and halftone prints in program color.

EPA Programs

Shown below are examples of brochures which do not use the Program Identifier. In the first pamphlet, the photographic image is directly related to the water program, making the use of the Program Identifier redundant. The second pamphlet did not originate with a specific program. The third pamphlet is a 4-color image and does not require a Program Identifier for added visual interest.



Full bleed B & W halftone; typography drops out to white.

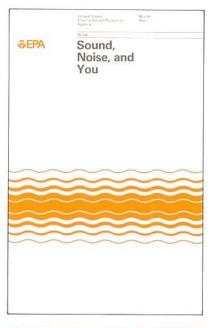


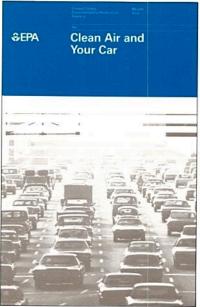
Full bleed B & W line art; typography surprints in black.

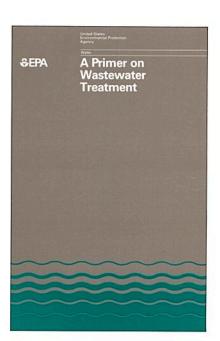


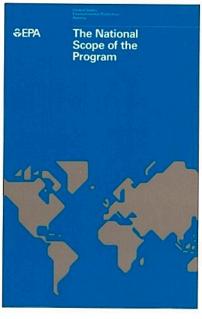
Full bleed 4-color process; typography surprints in black.

The second color gray is always available to add graphic enrichment and interest for typography, background photographic images or, illustration.

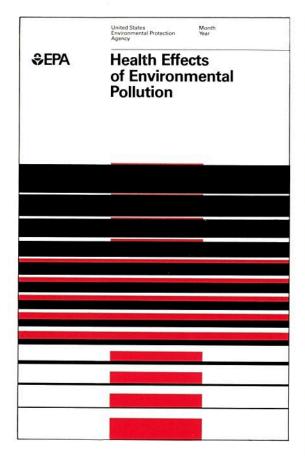


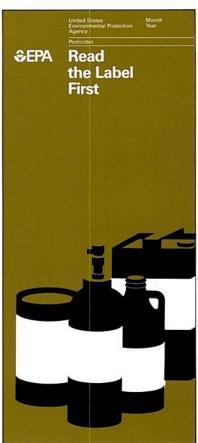


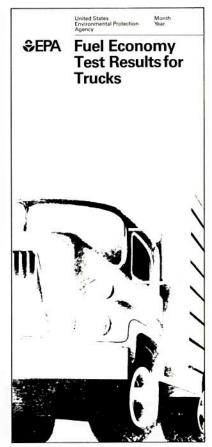




The Program Identifiers establish a graphic style for the EPA. This quality may be extended into illustration. The health brochure is an example of integrating this style with a common symbol. The two others demonstrate the use of strong, simple illustrations.







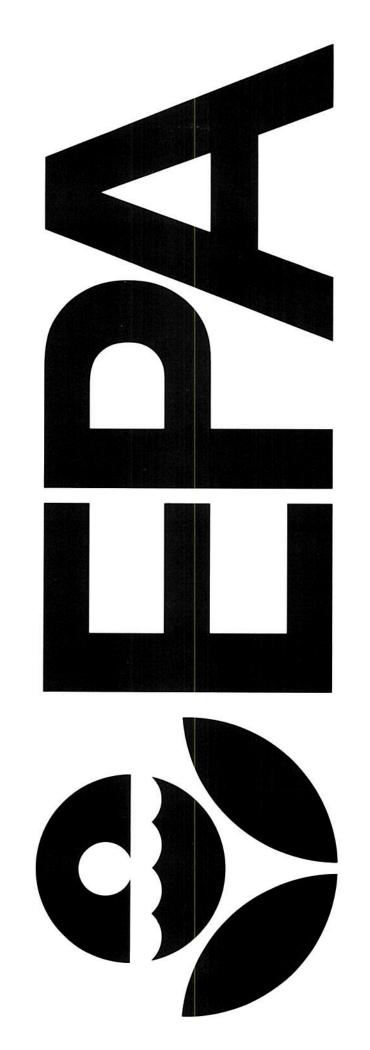
Reproduction Material

Agency Material	Agency Identifiers Large Agency Identifier Agency Signature EPA Blue EPA Green EPA Gray
Program Material	Noise Identifier Noise Yellow
	Toxic Substances Identifier Toxic Red
	Radiation Identifier Radiation Red
	Technology Transfer Identifier Technology Purple
	Air Identifier Air Blue
	Water Identifier Water Blue
	Research and Development Identifier R & D Green
	Pesticides Identifier Pesticides Green
	Solid Waste Identifier Solid Waste Brown

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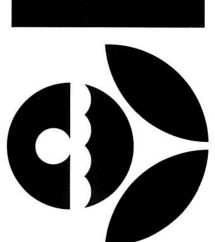
SERVINGERA CORPA C **⊗EPA**



Environmental Protection United States

Environmental Protection United States Agency

Agency



EPA Blue Coated Paper EPA Blue Coated Paper	EPA Blue Coated Paper
EPA Blue Coated Paper EPA Blue Coated Paper	EPA Blue Coated Paper
EPA Blue Coated Paper Coated Paper	EPA Blue Coated Paper
EPA Blue EPA Blue	
EPA Blue Coated Paper EPA Blue Coated Paper	EPA Blue Coated Paper
EPA Blue Coated Paper Coated Paper	EPA Blue Coated Paper
EPA Blue Coated Paper Coated Paper	EPA Blue Coated Paper

	EPA Green	EPA Green	EPA Green
	Coated Paper	Coated Paper	Coated Paper
	EPA Green	EPA Green	EPA Green
	Coated Paper	Coated Paper	Coated Paper
	EPA Green	EPA Green	EPA Green
	Coated Paper	Coated Paper	Coated Paper
<i>y</i>	EPA Green	EPA Green	EPA Green
	Coated Paper	Coated Paper	Coated Paper
	EPA Green Coated Paper	EPA Green Coated Paper	EPA Green Coated Paper
	EPA Green	EPA Green	EPA Green
	Coated Paper	Coated Paper	Coated Paper

EPA Green Uncoated Paper **EPA Green** Uncoated Paper **EPA Green** Uncoated Paper **EPA Green** Uncoated Paper EPA Green Uncoated Paper **EPA Green** Uncoated Paper EPA Green Uncoated Paper EPA Green Uncoated Paper **EPA Green** Uncoated Paper EPA Green Uncoated Paper EPA Green Uncoated Paper EPA Green Uncoated Paper EPA Green Uncoated Paper **EPA Green** Uncoated Paper EPA Green Uncoated Paper **EPA Green** Uncoated Paper EPA Green Uncoated Paper **EPA Green** Uncoated Paper

EPA Gray Coated Paper

EPA Gray Coated Paper **EPA Gray** Coated Paper **EPA Gray** Uncoated Paper **EPA Gray** Uncoated Paper **EPA Gray** Uncoated Paper

EPA Gray Uncoated Paper **EPA Gray** Uncoated Paper **EPA Gray** Uncoated Paper

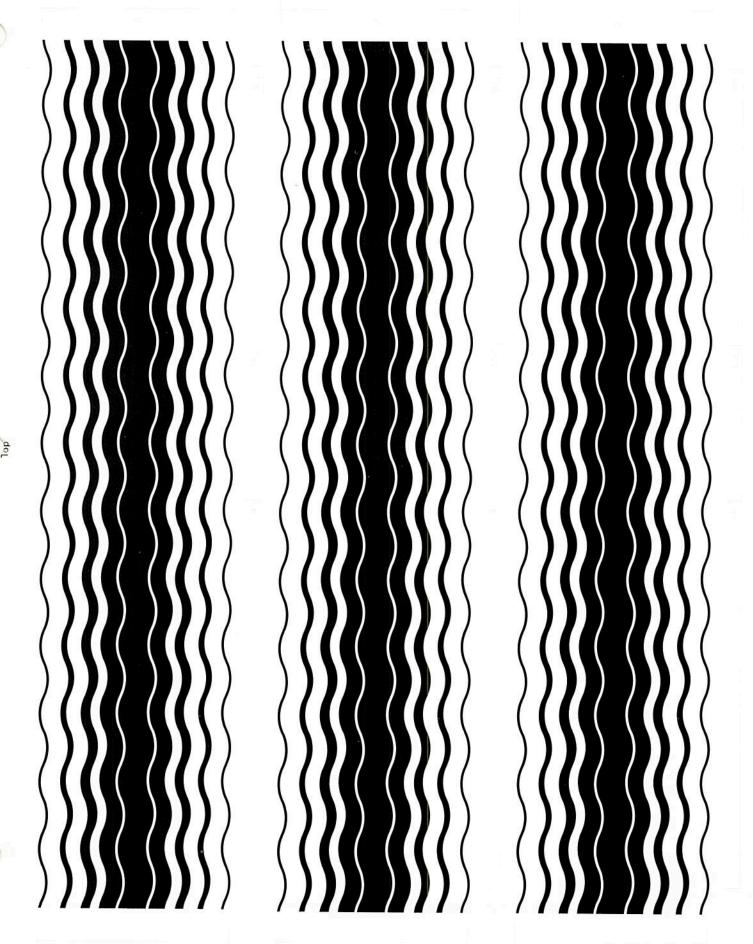
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EPA Gray Uncoated Paper

EPA Gray Uncoated Paper

EPA Gray Uncoated Paper **EPA Gray** Uncoated Paper

EPA Gray Uncoated Paper **EPA Gray** Uncoated Paper **EPA Gray** Uncoated Paper



EPA Noise Yellow Uncoated Paper Noise Yellow Uncoated Paper Noise Yellow Uncoated Paper EPA Noise Yellow Uncoated Paper

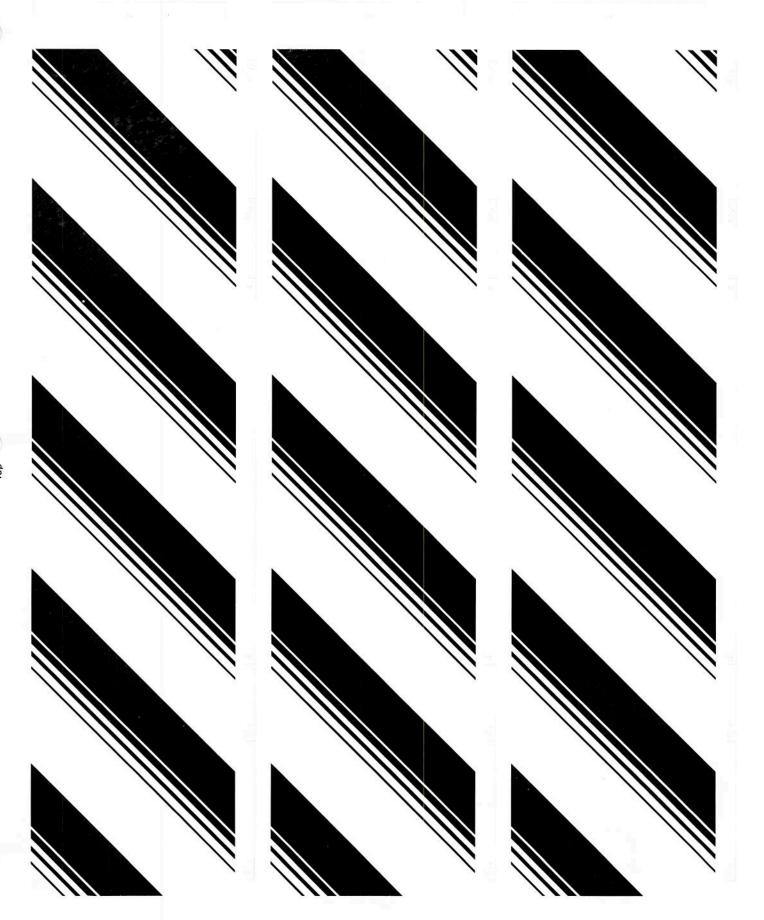
EPA Noise Yellow Uncoated Paper

EPA Noise Yellow Uncoated Paper EPA Noise Yellow Uncoated Paper

EPA Toxic Substances Identifier Lower position with bleed

EPA Toxic Substances Identifier Lower position with bleed

EPA Toxic Substances Identifier Lower position with bleed

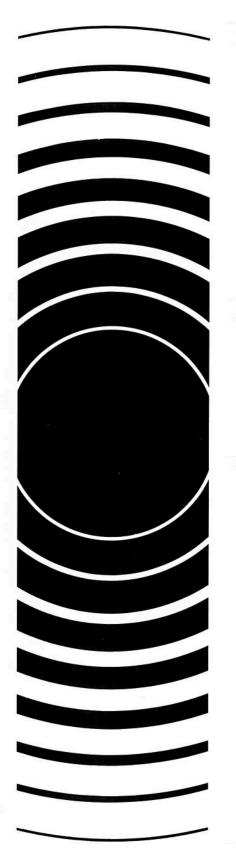


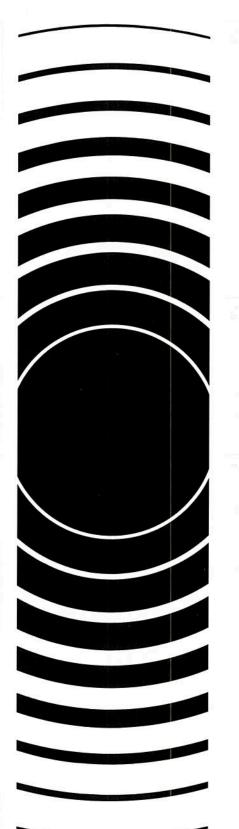
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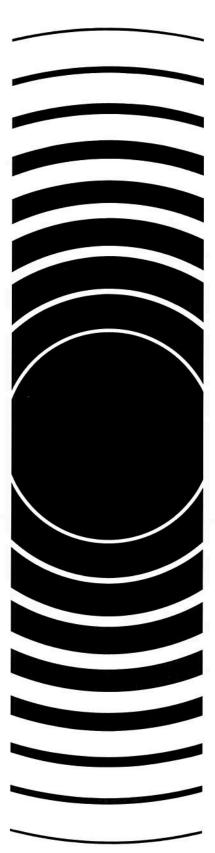
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EPA Technology Transfer Identifier Lower position with bleed EPA Technology Transfer Identifier Lower position with bleed EPA Technology Transfer Identifier Lower position with bleed

EPA Technology Purple Uncoated Paper Technology Purple Uncoated Paper Technology Purple Uncoated Paper EPA Technology Purple Uncoated Paper

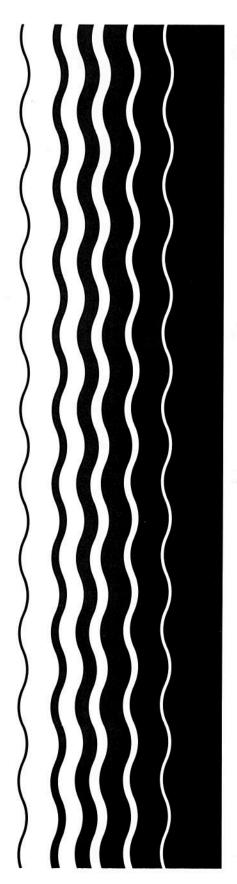
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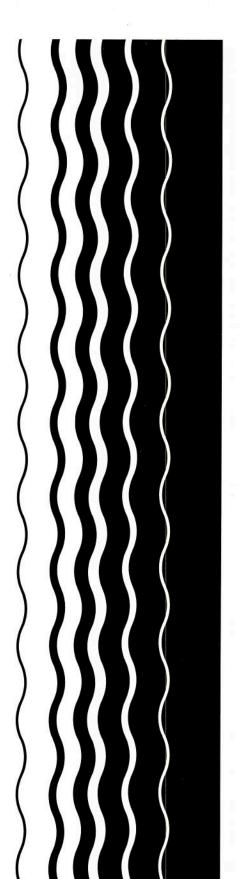
EPA Air Identifier Upper position EPA Air Identifier Upper position EPA Air Identifier Upper position

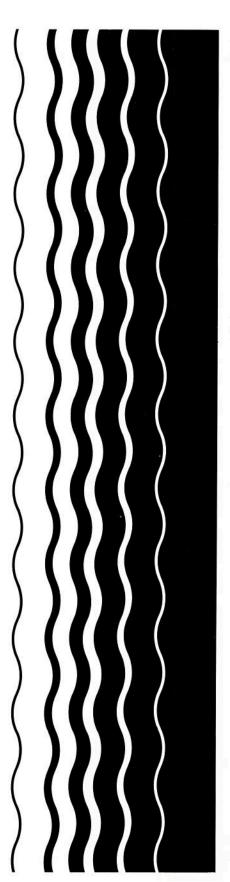
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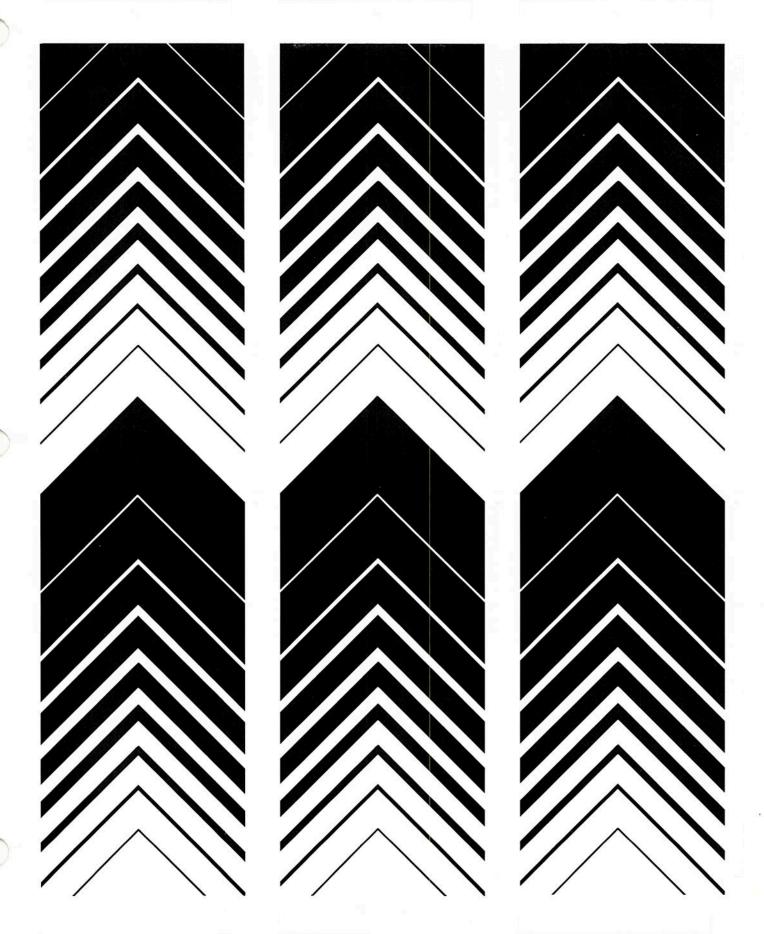
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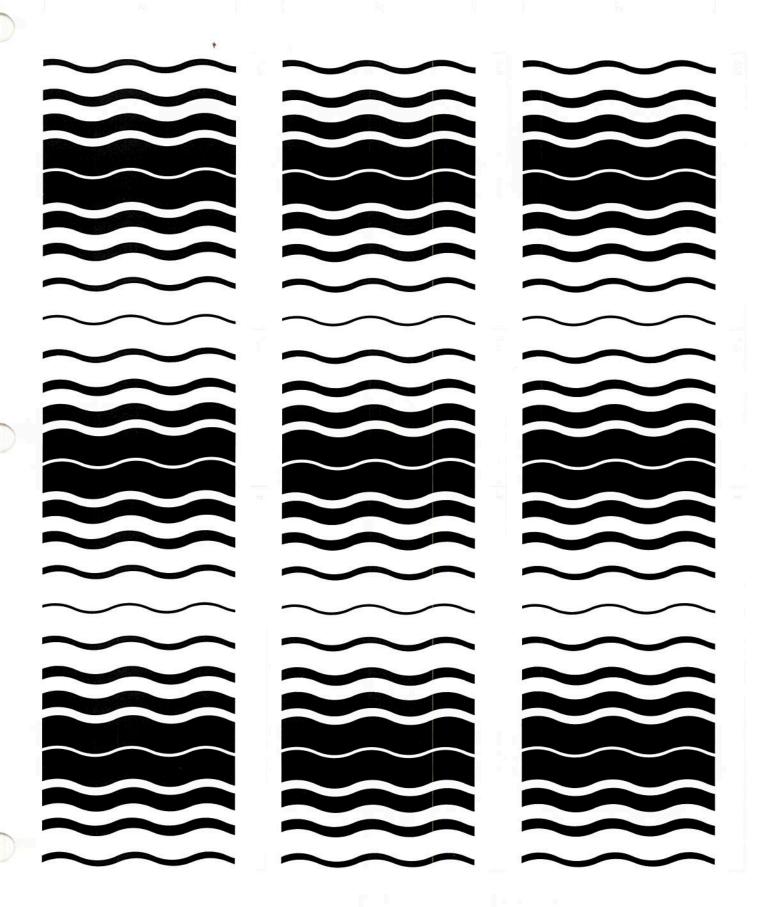
EPA Research and Development Identifier Lower position with bleed

EPA
Research and Development Identifier
Lower position with bleed



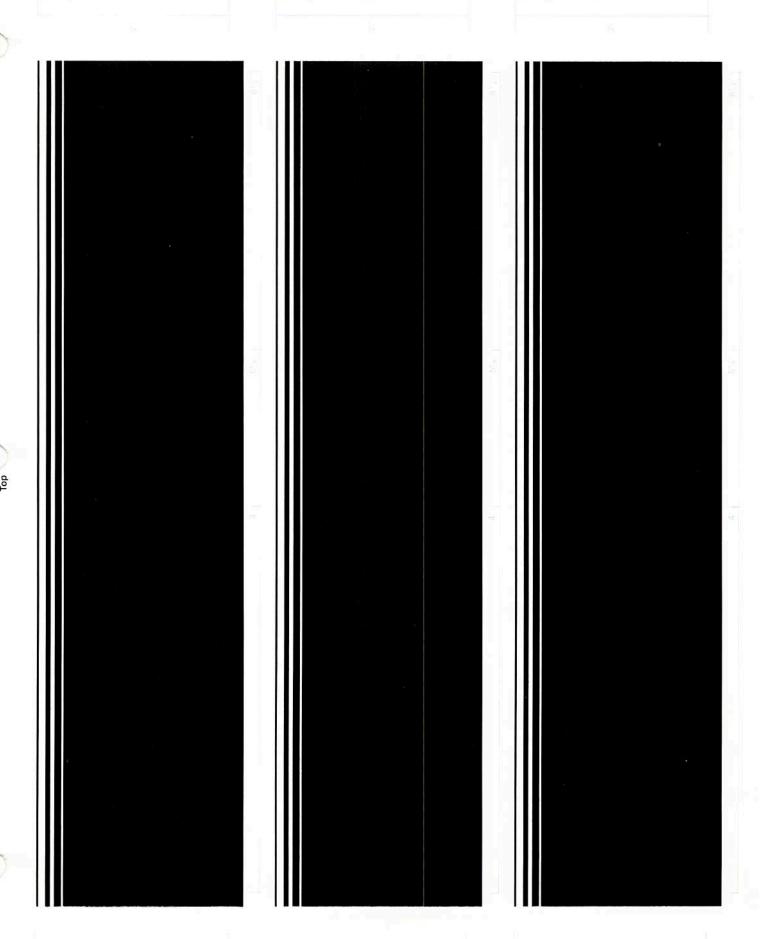
EPA R & D Green Uncoated Paper EPA R & D Green Uncoated Paper

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EPA Pesticides Green Uncoated Paper Pesticides Green Uncoated Paper EPA Pesticides Green Uncoated Paper EPA Pesticides Green Uncoated Paper EPA Pesticides Green Uncoated Paper

EPA Solid Waste Identifier Lower position with bleed EPA Solid Waste Identifier Lower position with bleed EPA Solid Waste Identifier Lower position with bleed



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